

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 9/17/2013	(3) CONTACT/PHONE Nikki J. Schmidt, Administrative Analyst 805/781-5496	
(4) SUBJECT Request to approve an agreement in the amount of \$325,854 with Visit San Luis Obispo County (formerly known as the San Luis Obispo County Visitors and Conference Bureau) to provide various tourism promotion activities for FY 2013-14 and to continue to carry out the Uniquely SLO Cluster of the Economic Strategy.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the agreement with Visit San Luis Obispo County for grant funds in the amount of \$325,854 from Fund Center 106 - Contributions to Other Agencies.			
(6) FUNDING SOURCE(S) FC 106 - Contributions to Other Agencies	(7) CURRENT YEAR FINANCIAL IMPACT \$325,854	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Administrative Office / Nikki J. Schmidt, Administrative Analyst
805/781-5496

DATE: 9/17/2013

SUBJECT: Request to approve an agreement in the amount of \$325,854 with Visit San Luis Obispo County (formerly known as the San Luis Obispo County Visitors and Conference Bureau) to provide various tourism promotion activities for FY 2013-14 and to continue to carry out the Uniquely SLO Cluster of the Economic Strategy.

RECOMMENDATION

It is recommended that the Board approve the agreement with Visit San Luis Obispo County for grant funds in the amount of \$325,854 from Fund Center 106 - Contributions to Other Agencies.

DISCUSSION

During the 2012-13 Budget Hearings, your Board approved grant funding for a variety of organizations in Fund Center 106 – Contribution to Other Agencies. Visit San Luis Obispo County (formerly known as the San Luis Obispo County Visitors and Conference Bureau) was approved for grant funding in the total amount of \$325,854. The majority of the funding, \$275,854 is designated for the tourism promotion activities carried out by Visit San Luis Obispo County on an annual basis. The remaining \$50,000 will be used by Visit San Luis Obispo County to continue work on the implementation of the Uniquely SLO Cluster according to the specific priority outcomes set out in the Economic Strategy.

OTHER AGENCY INVOLVEMENT/IMPACT

Various non-profit organizations are included in the list of grant recipients that were approved by the Board in June 2013. County Counsel has reviewed and signed the agreement. The Economic Strategy, of which the Uniquely SLO cluster is a part of, was developed through the work of various agencies which not only included staff from the VCB but the Board of Supervisors and the Economic Vitality Corporation among others.

FINANCIAL CONSIDERATIONS

During the budget process, your Board approved a total of \$1.8 million in grant funding for the Fund Center's various grant programs (district community projects, community based organizations, preventive health and other agencies grants). The agreement before the Board is for \$325,854.

RESULTS

This grant will enable Visit San Luis Obispo County to continue to carry out its core function of promoting the County which will increase tourism and subsequently, increase revenue for the County. Details on Visit San Luis Obispo County's results from FY 2012-13 can be found in the attached FY 2012-14 annual report.

ATTACHMENTS

1. FY 2013-14 grant agreement
2. FY 2012-13 Annual Report